How to promote your content - Intro

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Promoting your piece

- Just because you published your content online doesn't mean people know it exists, that's why you need to promote it
- **It's a good idea to have an established process you can go through every time you publish something**
- Where you can promote your post: Twitter, Facebook, Youtube, Instagram, Reddit, email newsletter, etc.
- Every time you're promoting your original post, you'll have to create a new shorter piece of content (a caption, a video, a tweet, an email)
- You can use a social media scheduling app (like Buffer or Meet Edgar), because usually you have to promote your post multiple times on the same platform for it to be effective
- Schedule a series of social posts over a few days at different times of day so everyone has a chance to see it
- Create an eye-catching message by using custom images

- Research shows that posts with images get 2-3 times more engagement than posts without images

- If you've mentioned any website or company in your post, contact them and let them know, so they can then share a link to the post